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THE EFFECT OF ORGANIZATIONAL STRUCTURE ON OPEN INNOVATION IN GITHUB

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Abstract

Recently, open innovation has received increasing attention in organizational research. Previous studies on open innovation have emphasized the importance of external suggestions and both inbound and outbound open innovation; however, they have been more focused on inbound open innovation. This study employs the S-O-R (Stimulus-Organism-Response) framework for better understanding of open innovation, and attempts to decipher the mechanism of open innovation based on real field data from an open source context especially in GitHub. Analysis results show that the structure of decision making should consider managing external suggestions and encouraging both inbound and outbound open innovation.

Keywords: Decision Making Structure, Decentralization, Open Innovation, S-O-R Framework